

# Social Media Action Plan

**Need help?** Contact Social Media Specialist Derek Belt at [derek.belt@kingcounty.gov](mailto:derek.belt@kingcounty.gov).

## Section I: Department Information

For all new social media pages, departments must submit this form to the Social Media Specialist. Please allow five (5) business days for a response and plan accordingly. It is recommended that each department have a SMAP on record for the social media pages being used to engage the public online.

<b>1. Department:</b>			
<b>2. Your Name:</b>		<b>3. Email:</b>	
<b>4. PIO/Manager:</b>		<b>5. Email:</b>	
<b>6. Today's Date:</b>		<b>7. Launch Date:</b>	
<b>8. Provide a brief overview of your project, and explain why the social media pages you are creating are a good fit for this work.</b>			
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## Section II: Strategy

Departments should have a full communications plan that includes social media and aligns with the King County Strategic Plan. This SMAP is designed to be a conversation starter and can help teams identify goals, target audiences, and success metrics for new social media pages.

<b>GOALS</b>	1. What do you want to be able to tell your department director about this project?
<b>TACTICS</b>	2. What specific actions will help you achieve your goals?
<b>TARGET AUDIENCE</b>	3. Who will you be talking to? How will this social media page help you do that?
<b>SUCCESS METRICS</b>	4. What does success look like? What will you measure to gauge your performance?

### Section III: Process and Management

King County departments should choose the right social media pages that complement existing communications strategies and reach key audiences.

<b>PROMOTION</b>	<b>1. How will you promote and integrate social media into your communications plan?</b>
<b>PUBLISHING</b>	<b>2. Who is authorized to use this page? How much time should they spend on it?</b>
<b>EQUITY</b>	<b>3. How will your page comply with King County's Equity and Social Justice Initiative?</b>
<b>INFLUENCERS</b>	<b>4. Which partner organizations or stakeholders can you interact with online?</b>
<b>RECORDS RETENTION</b>	<b>5. Follow these steps to ensure your page is meeting records retention guidelines.</b>
	<ul style="list-style-type: none"> <li>• Do not assume third-party platforms such as Facebook and Twitter will keep accurate records of your content—they are under no obligation to do so.</li> <li>• King County uses a cloud-based application called <a href="#">Page Freezer</a> to record web pages, WordPress blogs, and authorized Facebook and Twitter accounts.</li> <li>• Contact the Social Media Specialist to request access to Page Freezer.</li> <li>• Log in, choose “Add Facebook” or “Add Twitter” and enter your page’s info and URL.</li> <li>• For help archiving other social media pages, consult with the Social Media Specialist.</li> </ul>

## Section IV: Appendix

Statistics below were published by Business Insider Intelligence (Sept. 2014).

### Trends and demographics (U.S. only):

- **Facebook** is still the dominant social network by a large margin; 7 out of 10 Internet users access Facebook regularly. However, it's becoming more and more difficult to use Facebook for free.
- **Twitter** users are mostly male, bucking the trend of women as social media's power users. Twitter is especially popular among African-Americans (29% penetration rate), 11 points ahead of the U.S. average.
- **Instagram** is the new "most important" social network among teens, replacing Facebook. That said, Instagram skews toward a white-collar crowd and is most popular among upper-income users.
- **LinkedIn** is actually more popular than Twitter and is the social network of choice for professionals and older demographics (30-49). African-Americans are more likely to use LinkedIn than whites (+8%).
- **YouTube** attracts more adults in the 18-34 age range than any single cable television network.
- **Pinterest** is dominated by upper-income women but has become less skewed in terms of race. More than 20% of African-American and Hispanic web users are on Pinterest.
- **Tumblr** users are desktop-heavy and the youngest of any social media demographic; 30% of web users 18-34 use Tumblr, 11 points higher than the 35-54 age group.

### Social media pages appropriate for official King County use:

- |             |                          |                                  |
|-------------|--------------------------|----------------------------------|
| • Facebook  | • Instagram              | • Tumblr                         |
| • Twitter   | • LinkedIn               | • <b><i>Don't see yours?</i></b> |
| • YouTube   | • Google+                | Email the Social Media           |
| • Flickr    | • Blogs (e.g. WordPress) | Specialist                       |
| • Pinterest | • Vimeo                  |                                  |

### Social media pages and what they're good for:

Name	Easy to manage	Good for media	Good for employees	Good for web traffic	Good for community	Good for video	Good for images
Facebook	•		•	•	•	•	•
Twitter	•	•	•	•	•		
YouTube		•	•			•	
Flickr	•	•	•				•
Pinterest	•		•	•	•		•
Instagram	•		•		•		•
LinkedIn	•		•	•	•		
Google+	•		•	•	•	•	•
Blogs		•	•	•	•	•	•
Vimeo		•	•			•	
Tumblr			•		•	•	•

### Questions or comments:

Please contact Social Media Specialist Derek Belt at [derek.belt@kingcounty.gov](mailto:derek.belt@kingcounty.gov) or 206-263-2398.